

DEPARTMENT OF HEALTH SERVICES

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(916) 327-5425



April 12, 2001

TO: Prospective Applicants

SUBJECT: REQUEST FOR APPLICATION (RFA) #TCS-01-103
ADVANCED YOUTH TOBACCO CONTROL COALITIONS
ADDENDUM NO. 1

On March 23, 2001, the California Department of Health Services, Tobacco Control Section (CDHS/TCS), released RFA #TCS-01-103 entitled "Advanced Youth Tobacco Control Coalitions". Since the release of the RFA, a change was made and now needs to be incorporated into your copy of the RFA.

Listed below is the replacement page for your copy of the RFA. Please discard the original page and insert the replacement page.

Page Number

55 Subcontracts and Consultants

We apologize for any inconvenience that this change may cause.

Should you have any questions regarding this addendum, please contact Beverly Henslee, Contract Manager, TCS, at (916) 445-2574.

Sincerely,

Dileep G. Bal, M.D., Chief
Cancer Control Branch

cc: Local Lead Agencies
Regional Community Linkage Projects
Ethnic Networks
Competitive Grantees

Budget \$375 per person (\$250 for travel/per diem and \$125 for registration) for each person to attend 5-10 trainings/conferences.

Subcontracts and Consultants

~~Include both subcontractor agreements and consultant agreements. CDHS/TCS must review and approve **any** agreement costing \$5,000 or more.~~

A subcontractor is an individual or organization who performs a specialized task that is directly related to providing project services. Typical services provided by a subcontractor are conducting local surveys, developing anti-tobacco use education materials, coordinating large anti-tobacco use education events, etc. The use of subcontractors must be clearly defined in the Scope of Work.

A consultant is an individual whose level or area of expertise relating to the target population extends beyond that possessed by the applicant's project staff. Typical services provided by a consultant are advice on programmatic issues such as program evaluation, group facilitation, in-service training, program design and development, etc. Consultants are to be used only for activities directly related to the tobacco education and prevention program. The use of consultants must be clearly defined in the Scope of Work.

The rate paid to a consultant should be commensurate with his/her level of training, expertise, and national recognition. Every effort should be made to negotiate the lowest possible rate.

Salaries paid to a subcontractor shall not exceed those paid to State personnel for similar positions/classifications. Refer to Appendix K, Comparable State Civil Service Classifications.

List each subcontractor and consultant and provide the budgeted amount, contract term, and description of services for each.

Other Costs

(1) Educational Materials:

This line item includes the purchase of brochures, pamphlets, posters, curriculum, training guides, videos, slides, flip charts, etc., necessary for program activities. Refer to Policy Section, Chapter 300 on the CDHS/TCS website: www.dhs.ca.gov/tobacco for more information on educational materials.

Provide a list of educational materials and the total amount requested. Do not itemize; use broad categories and estimates only.

(2) Promotional Items and Incentives:

Refer to Policy Section, Chapter 300 on the CDHS/TCS website:

www.dhs.ca.gov/tobacco for more information on promotional items and incentives.

(a) Promotional Items:

These are inexpensive miscellaneous items (e.g., buttons, key chains, stickers, posters, etc.) given to individuals in order to generate visibility and interest, to increase public awareness, and to promote attitudes which support tobacco control activities in the community. The use of promotional items must be referenced in the Scope of Work.

Provide a list of promotional items and the total amount requested. Do not itemize or give details of quantity, cost, or subtotal for each item.

(b) Incentives (Not To Exceed \$50 Per Participant Per Year):

These are rewards or awards given to intervention participants to reinforce a positive behavior change. Incentives cannot exceed \$50 worth of merchandise per person per year. **Cash rewards or awards are not permitted.** The use of incentives must be referenced in the Scope of Work.

Provide a list of incentives and the total amount requested. Do not itemize or give details of quantity, cost or subtotal for each item.

(3) Media, Public Relations, and Advertising:

This line item may include the development, purchase, or placement of Public Service Announcements (PSAs), paid advertisements on radio, TV, newspaper, magazines, billboards, bus shelter ads, organizational newsletters, and neighborhood advertising papers. Development of PSAs, radio, TV, and print advertisements may be budgeted either in this line item or in the Subcontracts and Consultants category. All planned media must be referenced in the Scope of Work.

Provide a list of the planned media that supports activities in the Scope of Work and the total amount requested.

(4) Additional Expenses:

This line item allows for expenditures that otherwise are not listed in this sample Budget Justification. If you use line items under Additional Expenses, then list them individually and be specific. e.g., fees for renting a meeting